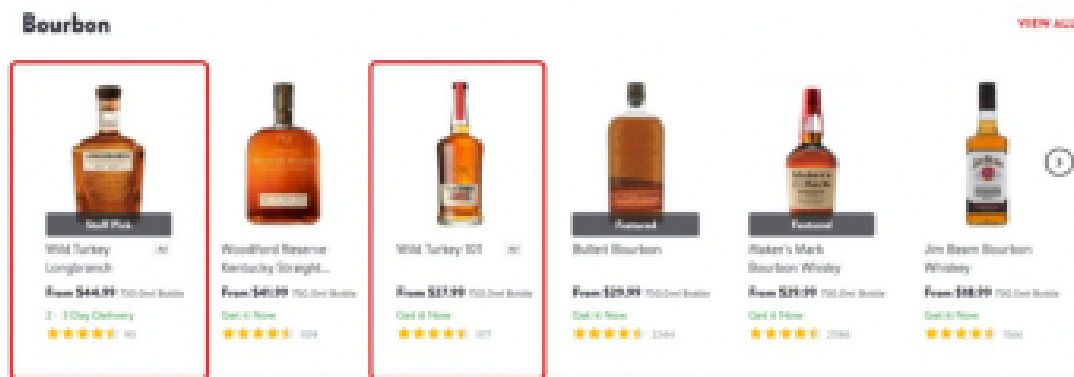## Sponsored Product Listing

Sponsored product ads that appear on a shelf category page. There are currently two ad positions per qualified category on each page. These are typically the first Product Ads available along a standard consumer journey. Shelf ads can appear on any page that features shelves, including the home page.

Recommended Use:

- Highlight your brand during the customers search process to ensure visibility for your product. This placement is great for driving incremental sales and share when consumers are searching for a specific type of product.
- Run Sponsored Shelves for the most popular categories are eligible to appear on the Homepage depending on the users past behaviors, so these placements are also great for awareness.

Items Needed for a Sponsored Product Campaign

- List of UPCs for each product that is being promoted
- Keywords are not needed

The Ad Platform is automated and auction-based. Your products will be shown to prospective customers only if a combination of your product relevancy and maximum bid is high enough. The more relevant your product is to the customer browsing the website, the less you will have to bid in order to win the auction and have your ad shown to the customer. If you are of similar relevance to other competing products, then you will need to make sure that your maximum bid exceeds your competitors' bids in order to win the auction.

Banner Ads Creative Guidelines

- Banner Ads are custom placements that appear on the homepage, category pages, and in search. Campaign budget, max CPI, flight duration, and keyword targeting are all manageable directly on the CitrusAd platform.
- Banner assets must be compliant with Drizly guidelines and submitted for approval prior to campaign launch in order to go live.

Banner Slots Available

- Category_Top_Desktop_1350x175
- Category_Top_Mobile_680x300
- Category_Top_App_750x300
- Category_Secondary_Desktop_1350x175
- Category_Secondary_Mobile_680x300
- Category_Secondary_App_750x300

Banner Configuration Requirements

- Artwork Image: image should meet the banner pixel dimensions called out in the UI
  O Accepted file types: jpeg, png, svg, jpg
- Forward link: where the banner should click to
- Image alt text optional